

C-28

UNITED STATES DEPARTMENT OF AGRICULTURE
Rural Electrification Administration
Washington 25, D. C.

To: All REA Borrowers

July 21, 1947

From: Kermit Overby, Chief, Information Services Division

Subject: Motion Pictures

The number of requests received from borrowers in recent months for motion picture information indicates that co-ops in increasing numbers recognize the value of well-selected movies in drawing crowds and providing information and entertainment at meetings. Some co-ops appear to have developed many sources of valuable films. Others are just beginning to use motion pictures and have difficulty in obtaining appropriate films. Primarily as an aid to the latter group, we have prepared the attached list of motion pictures (and a few slide films and film strips) suitable for showing at REA co-op meetings.

Many documentary films are released by commercial organizations, universities and Government agencies, and we do not see all of them. The attached list is simply a selection of pictures which have been seen by one or more members of the REA staff, which are known to be still in circulation, and which should be available to co-ops at little or no charge. Each film marked with an asterisk (*) is regarded as particularly well suited to general audiences, such as annual meeting audiences, on the basis of accuracy, entertainment value and non-technical instructional value.

The several good rural electrification films produced by various State agencies, such as State Extension Services, have not been included in the list, since they are usually not available for distribution outside the State.

This list will be revised from time to time as new films come to our attention. Any co-op that knows of a useful film not listed can help get the information to other co-ops by giving us a brief report on the picture and how it can be booked.

Here is some additional information that may be helpful in locating and scheduling films:

State Film Libraries. In the past, REA has arranged with the Motion Picture Service of the Department of Agriculture to send prints of the two REA films, "Bob Marshall Comes Home," and "Power and the Land," to co-ops and other interested groups. Recently, however, the demand for these and other Department films has increased to such an extent that the Motion Picture Service has asked us to refer all except emergency requests for REA films to the State Film Libraries. These libraries, cooperating with the U. S. Department of Agriculture, collect visual-education material for the convenience of schools and other organizations in their areas. We believe it will be to your advantage to get acquainted with your State Film Library and the services it offers your co-op.

A list of State Film Libraries is enclosed. We suggest that you write to the one nearest you for a list of the films it distributes and directions for borrowing them.

If for any reason your State Film Library cannot supply prints of the two REA films at the time you need them, please write to the Rural Electrification Administration, Washington 25, D. C., or to the Motion Picture Service, Office of Information, U. S. Department of Agriculture, Washington 25, D. C.

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Commercial Film Sources. A number of the films listed are produced by appliance equipment firms. The best source of supply for these films is one of the local dealers who represent the firm in your territory. If the company has no dealer in your locality or if the dealer does not know how to obtain the film for you, write to the address on page 5 of the film list.

Other Sources. Several organizations act as distributors of documentary films of all kinds. Among these are:

Y.M.C.A. Motion Picture Bureau, which has branches at:

347 Madison Avenue, New York 17, New York
19 South LaSalle Street, Chicago, Ill.
351 Turk Street, San Francisco, California
1700 Patterson Avenue, Dallas, Texas

Modern Talking Picture Service, 9 Rockefeller Plaza, New York 20, New York.

This organization has offices in 24 cities and will undoubtedly be glad to send you their addresses upon request. Some films are distributed on a rental basis, others free of charge.

Book Films Early. Whatever the film or the source of supply, it always pays to arrange your bookings as far in advance of the actual showing as possible, because no one agency has an unlimited number of prints of any film.

Kermit Oberly

AVAILABLE MOVIES AND STRIP AND SLIDE FILMS ON ELECTRICAL SUBJECTS

Main Electrical Subject Covered and Title of Film	Source (see addresses on page 5)	Size (mm)	Sound (S) Color (C)	Time (min)	Subjects Covered, Comments, etc.
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RURAL ELECTRIFICATION IN GENERAL

*Power and the Land	1 & 11 REA	35 & 16	S	36	Rural electrification progress; uses
*Bob Marshall Cores Home	1 & 11 REA	35 & 16	S	20	Area coverage; cooperative's operation
*Farm Life	3 GE	16	S&C	30	Farm electrification
Summer Storm	4 West.	35 & 16	S	20	Maintenance and use of services 1946.
Farm Electrification	14 NFBC	16	S&C	22	Interesting presentation of Canada's program of rural electrification. Rental fee, \$5.

WIRING AND LIGHTING

*The Dawn of Better Living	4 West.	35 & 16	S&C	16	Disney film on architectural features of post-war lighting in the home 1945
*The Magic of Fluorescence	3 GE	16	S&C	17	Research; principles of fluorescence 1945
The Electrician	6 Mahnke	16	S	5	Electrical equipment and wiring. Vocational.
*Wired for Life (film strip)	3 GE	35	S		Why plan farmstead wiring adequately?

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<u>FARM USES OF ELECTRICAL EQUIPMENT</u>						
*Running Water on the Farm		3 GE	16	S&C	20	Value in increasing production 1946
The Inside of Arc Welding		3 GE	16	S&C	10	Part I- Fundamentals--farm uses Part IV-A.C. Welding.
Electricity and Plant Growth (slides)		3 GE	35	S	30	
Fencing Electrically		12 Prime	16	C	20	Farm fencing 1942.
Common Types of Fractional hp Motors (slides)		13 NASCO	16		10	Proper operation of motors
*Time's A-Wasting		9 Sears	16	S	27	Electrical farm production; household work simplification
<u>HOUSEHOLD USES OF ELECTRICAL EQUIPMENT</u>						
<u>Laundry Equipment</u>						
There's Nothing to It		4 West.	16	S	20	Entertaining and instructional
<u>Household Refrigeration</u>						
*How to Get the Most out of Your Refrigerator		7 GM	16	S	30	Conservation, preparation, use and care
40 Billion Enemies		4 West.	16	S&C	25	Home economics. 1942. War slant in early part.
Vanishing Vitamins		3 GE	16	S	17	Household refrigeration; suited to women's groups.

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HOUSEHOLD USES OF ELECTRICAL EQUIPMENT (cont.)

Home Freezing

*Freezing Fruits & Vegetables	1 & 8 BHHHE	16	S&C	15	Various models; methods and techniques
*Frozen Freshness	7 GE	16	S&C	30	Preparation and storage; cooking.
*Frozen Foods	3 GE	16	S&C	40	1945
Constructing a Farm Freezer	10 Doug.	16	C	16	Home construction of 21 cu.ft. freezer chest designed at Univ. of Calif.

Electric Cookery

Ingredient X	3 GE	16	S&C	20	Advantages of elec. cooking
Don't Blame it on the Oven	3 GE	16	S&C	19	Effective use of electric range ovens 1943.
V Men	4 West.	35&16	S	17	Old-fashioned vs. protective cooking
The Precious Ingredient	4 West.	35&16	S	25	Protection of vitamins in cooking
You Can Have Everything	4 West.	35&16	S	27	Refrigeration & electric cookery story; also enter- tainment feature

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<u>SAFETY, CARE AND IELAIR</u>					
*Farm Inconveniences	15 IH	16	S	19	General farm safety; highly entertaining
Proper Care Means Longer Wear (slides)	4 West.	35	S	15	Electrical appliances
<u>FUNDAMENTALS OF ELECTRICITY</u>					
Home Electrical Appliances	1 & 2 EB	16	S	10	Principles underlying operation 1945
*Principles of Electricity	3 GE	16	S&C	20	Disney film on terminology, principles 1945
What is Electricity?	4 West.	35&16	S	22	Characteristics of elec- tricity 1943.
The Story of Electricity	5 Ideal	16	S	20	History of development
Electronics at Work	4 West.	35&16	S	20	In radio, X-ray, bacterial lamps 1942.
<u>RADIO TELEVISION</u>					
On the Air	4 West.	16	S	28	Radio and television broadcasting 1946
Music in the Sky	4 West.	35&16	S	16	Radio show, orchestra, singers.

ADDRESSES

1. Film Libraries of State Universities
2. Encyclopedia Brittanica Films, Inc., 20 Wacker Drive, Chicago 6, Ill. (See 1).
3. General Electric, Visual Instruction Section, 1 River Road, Schenectady 5, N.Y. (14 distributing points) (or through local GE dealers)
4. Westinghouse Electric Corporation, Motion Pictures & Speakers Bureau, 511 Wood Street, Pittsburgh 30, Pa. (or through local Westinghouse dealers)
5. Ideal Pictures Corporation, Chicago, Ill.
6. Carl P. Mahnke Productions, Des Moines, Iowa
7. General Motors Corporation, 1775 Broadway, New York, N.Y. (Some come from Frigidaire Division, Dayton, Ohio)
8. Bureau of Human Nutrition and Home Economics, U. S. Department of Agriculture, Washington 25, D. C. (See 1)
9. Sears, Roebuck & Company, Chicago, Ill.
10. Douglas Fir Plywood Association, Shoreham Building, Washington 5, D. C.; also
1707 Daily News Building, Chicago 6, Illinois, and
Tacoma Building, Tacoma 2, Washington
11. Rural Electrification Administration, U. S. Department of Agriculture, Washington 25, D. C.
12. Prime Manufacturing Company, Electrical Division, 1669 South First Street, Milwaukee 4, Wisconsin
13. NASCO--National Agricultural Supply Co., Ft. Atkinson, Wisconsin
14. National Film Board of Canada, 84 East Randolph Street, Chicago 1, Illinois; also
620 Fifth Avenue, New York 19, N.Y., and
c/o Canadian Embassy, Washington, D. C.
15. International Harvester, 180 North Michigan Avenue, Chicago, Illinois (or through local International Harvester dealers)

FILM LIBRARIES

Cooperating with the
UNITED STATES DEPARTMENT OF AGRICULTURE
Office of Information

In Distributing Department Films

ALABAMA --

Auburn -- Extension Service, Alabama Polytechnic Institute

ALASKA --

College -- Extension Service, University of Alaska

ARIZONA --

Tucson -- Visual Aids Bureau, Extension Division, University of Arizona

ARKANSAS --

Conway -- Extension Division, State Teachers College

Little Rock -- Extension Service, P. O. Box 391

CALIFORNIA --

Berkeley -- Department of Visual Instruction, Ext. Division, Univ. of Calif.

Los Angeles 24 -- Extension Division, University of California, 405 Hilgard Ave.

San Francisco -- Association Films, 351 Turk Street

COLORADO --

Boulder -- Bureau of Visual Instruction, Univ. of Colorado

Fort Collins -- Extension Service, Colorado State College of Agriculture

CONNECTICUT

Storrs -- Audio Visual Aids Center, University of Connecticut

DELAWARE --

Newark -- Extension Service, University of Delaware

DISTRICT OF COLUMBIA

Washington -- Film Center, 915 12th Street N. W.

FLORIDA

Gainesville -- Audio-Visual Instruction, Extension Division, University of Fla.

GEORGIA

Athens -- Visual Education Dept., Agricultural Ext. Service, Univ. of Georgia

Atlanta 3 -- Division of General Ext., Univ. System of Georgia, 20 Ivy Street, S.E.

HAWAII

Honolulu 10, T. H. -- Agricultural Extension Service, University of Hawaii

IDAHO

Boise -- Extension Service, University of Idaho

ILLINOIS

Champaign -- Visual Aids Service, University of Illinois

Chicago -- Association Films, 19 South LaSalle Street

INDIANA

Bloomington -- Bureau of Audio-Visual Aids, Indiana University

LaFayette -- Agricultural Extension Service, Purdue University

IOWA

Ames -- Visual Instruction Service, Iowa State College

KANSAS --

Lawrence -- Bureau of Visual Instruction, University of Kansas

Manhattan -- Extension Service, Kansas State College

KENTUCKY --

Lexington 29 -- Bureau of Audio-Visual Aids, University of Kentucky

LOUISIANA

Baton Rouge 3 -- Agricultural Extension Service, Louisiana State University

MAINE --

Orono -- Extension Service, College of Agriculture, University of Maine

MARYLAND --

College Park -- Extension Service, University of Maryland

MASSACHUSETTS --

Amherst -- Extension Service, Massachusetts State College

MICHIGAN --

Ann Arbor -- Bureau of Visual Education, University of Michigan

East Lansing -- Extension Service, Michigan State College

MINNESOTA --

St. Paul 8 -- Extension Service, Univ. of Minnesota, University Farm

MISSISSIPPI --

Jackson -- Audio-Visual Education, State Department of Education

State College -- Extension Service, Mississippi State College

MISSOURI --

Columbia -- Visual Education Service, University of Missouri

MONTANA

Bozeman -- Extension Service, Montana A & M College

Helena -- Film Library, State Department of Public Instruction

NEBRASKA --

Lincoln 8 -- Bureau of Audio-Visual Aids, University of Nebraska

NEVADA --

Reno -- Agricultural Extension Division, University of Nevada

NEW HAMPSHIRE --

Durham -- Extension Service, University of New Hampshire

NEW JERSEY --

New Brunswick -- Extension Service, State College of Agriculture

Trenton 7 -- New Jersey State Museum, State House Annex

NEW MEXICO --

Santa Fe -- Museum Film Service, Museum of New Mexico

State College -- Extension Service, A & M College

NEW YORK ---

Albany 1--Film Library, Motion Picture Unit, Dept. of Commerce, 112 State Street

Ithaca -- Office of Visual Aids, Extension Service, Cornell University

New York 17--Association Films, 347 Madison Avenue

NORTH CAROLINA --

Chapel Hill -- Bureau of Visual Instruction, University of North Carolina

Raleigh -- Extension Service, North Carolina State College, State College Sta.

NORTH DAKOTA --

Fargo -- Dept. of Information, Ext. Service, N. D. Agricultural College

OHIO --

Columbus -- Extension Service, College of Agriculture, Ohio State University

Columbus -- Ohio Slide & Film Exchange, State Department of Education

OKLAHOMA

Norman -- Visual Education Department, University of Oklahoma

Stillwater -- Extension Service, Oklahoma Agricultural & Mechanical College

OREGON --

Corvallis -- Dept. of Visual Instruction, Oregon State College

PENNSYLVANIA --

Pittsburgh 6 -- PCW Film Service, Pennsylvania College for Women

RHODE ISLAND --

Kingston -- Extension Service, R. I. State College

SOUTH CAROLINA --

Clemson -- Extension Service, Clemson Agricultural College

Columbia -- Audio-Visual Aids Bureau, Extension Division, University of S. C.

SOUTH DAKOTA --

Brookings -- Extension Service, South Dakota State College

Vermillion -- Extension Division, University of South Dakota

TENNESSEE --

Knoxville 16 -- Division of University Extension, University of Tennessee

TEXAS --

Austin 12 -- Visual Instruction Bureau, University of Texas

College Station -- Extension Service, A & M College

Dallas 1 -- Association Films, 710 Burt Building

UTAH --

Logan -- Extension Service, State College of Agriculture

VERMONT --

Burlington -- Robert Hull Fleming Museum, University of Vermont

VIRGINIA --

Blacksburg -- Extension Service, Virginia Polytechnic Institute

Richmond -- Bureau of Teaching Materials, State Board of Education

WASHINGTON --

Ellensburg -- Office of Visual Education, Central Washington College of Education

Pullman -- Extension Service, Bureau of Visual Teaching, State College of Wash.

WEST VIRGINIA --

Morgantown -- Audio-Visual Aids Department, The Library, W. Virginia University

WISCONSIN --

Madison 6 -- Bureau of Visual Instruction, University of Wisconsin

WYOMING --

Laramie -- Cooperative Film Library, University of Wyoming

PUERTO RICO --

Rio Piedras -- Extension Service, University of Puerto Rico

